



APN Software Path Partner Handbook

Emerging Technology Partnerships

July 2024





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Brief Overview

This handbook is targeted towards Independent Software Vendors (ISVs) looking to engage with the AWS Partner Network (APN) and list on AWS Marketplace. This handbook contains directions and explanations for the tasks to help AWS Partners along their journey.

This is done by breaking the journey down into 3 stages: Partnership Fundamentals, Go-To-Market Enablement, and Go-To-Market Execution.



APN Software Path Fundamentals



Welcome to the AWS Partner Network

The AWS Partner Network (APN) is a global community of AWS Partners who leverage programs, expertise, and resources to build, market, and sell to customers.

Customer obsession drives everything we do at AWS. We believe, together, Partners and AWS can provide innovative solutions, solve technical challenges, win deals, and deliver value to our customers. As an AWS Partner, you have access to technical expertise, marketing resources, and potential funding opportunities from AWS to help you innovate, expand your customer reach, and grow your business.

The Software Path

The Software Path is designed to help Independent Software Vendors (ISVs) with solutions running on or integrated with AWS to grow their business and expand their opportunities.

This is done by using the three core aspects of the Software Path: Co-Build, Co-Market, and Co-Sell.

- **Co-Build:** Building a Partner's skills and offerings in the scope of AWS
- **Co-Market:** Marketing a Partner's offerings to AWS customers to drive customer leads and opportunities
- **Co-Sell:** Selling a Partner's offerings to AWS customers and working with AWS Sales Teams to drive customer acquisition

How to Use This Handbook

This handbook is designed to assist ISVs looking to engage with the APN, list on AWS Marketplace, or find AWS resources.

This handbook is a supplemental resource to support and guide Partners through the initial tactical tasks of the Software Path, and to build out necessary pipelines and collateral for a joint Go-To-Market (GTM) with AWS. This handbook describes some of the key benefits at each stage of the Software Path and how to best leverage these opportunities to find potential success in the joint GTM journey.

This handbook seeks to accelerate the initial stages of the Partner journey through the Software Path. After completing all tasks in this Partner Handbook and transacting two [Private Offers](#) (either direct or channel), you can contact ISVPartnerManager@amazon.com after completing everything laid out in this handbook, to see if you are eligible for coverage with a dedicated Partner Development Manager.

Software Path Overview

The Five Partner Stages

There are five stages in the Software Path: **Registered**, **Enrolled**, **Confirmed**, **Validated**, and **Differentiated**.

As you progress further into the journey, you will unlock additional benefits and resources. This Handbook focuses on the requirements and steps to progress partners from the Registered Stage to the Validated Stage, the relevant benefits and resources, and some tasks for if you want to reach the Differentiated stage.

Relevant Partner Trainings

The below trainings are offered at no additional charge for AWS Partners and help Partner teams gain foundational knowledge of AWS best practices specific to their role. These trainings are offered by AWS Partner Training & Certification on AWS Skill Builder. To gain access to the following trainings, please sign in to your [AWS Skill Builder](#) account.

Alliance Lead Training

This training is for an APN Partner’s Alliance Lead, who has additional resources not available to standard users.

Tech Alliance Lead Training

This training is for an APN Partner’s Tech Alliance Lead, who is the technical point of contact, with access to Co-Build resources not available to standard users.

Technical Pre-Sales Training

This training helps enable an APN Partner’s sales team gain foundational skills and best practices to enable Co-Sell.

Resource Highlights:



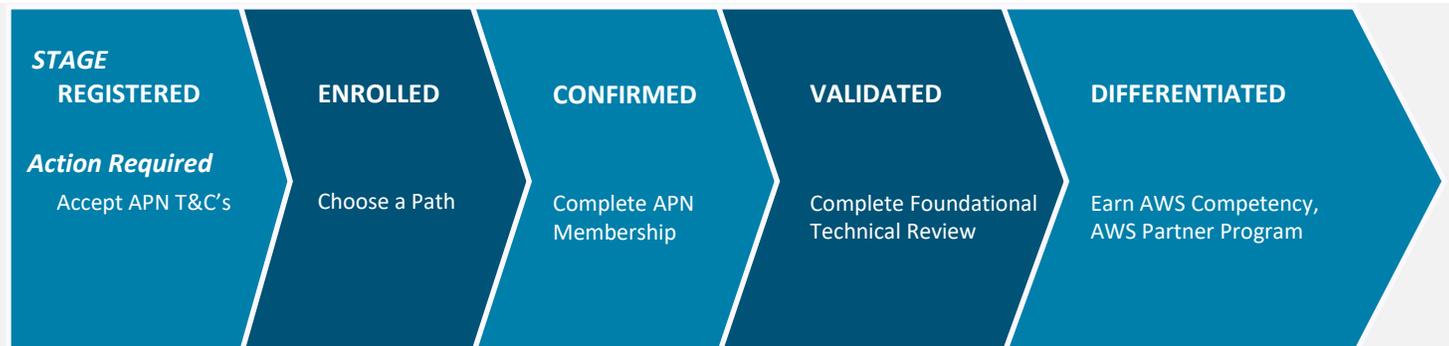
APN Software Path

Overview of the APN Software Path



AWS Partner Trainings

Catalogue of available APN Partner Trainings



Software Path Resources and Benefits

Partners gain access to many benefits and resources at all stages of the Software Path. The links in the diagrams below will direct you to additional information on each benefit which you can click on to read more about. This handbook will focus on a handful of these benefits and explore them in the following pages. For a more detailed list of APN Software Path Resources and Benefits, click [here](#).



Registered

- [ACE Pipeline Manager](#)
- [AWS Blueprints](#)
- [AWS Well-Architected Tools](#)
- [AWS Training Credits & Discounts](#)
- [SaaS Factory Tools](#)



Enrolled

- [Foundational Technical Review Tools](#)
- [AWS Software Path Navigate Track](#)
- [AWS TechShift](#)



Confirmed

- [Innovation Sandbox Credits](#)
- [SaaS Factory Team Access](#)
- [Marketing Central](#)
- [Free Trials](#)
- [Promotional Credits](#)



Validated

- [ACE Eligibility](#)
- [ISV Accelerate](#)
- [Proof of Concept Funds](#)
- [Press Release Eligibility](#)
- [AWS Partner Programs](#)



Differentiated

- [APN Blog Posts](#)
- [Committed MDFs](#)
- [Partner Solution Finder Priority Rank](#)
- [AWS GameDay Partner League](#)
- [Solution Provider Program Discounts](#)

Software Path Registered, Enrolled, Confirmed

Registered Stage

To register, you will create an account on [AWS Partner Central](#) using your company email and accept the APN Terms and Conditions. If your company domain does not have an associated Partner Account, one will be created, and you will be assigned as your company's Alliance Lead.

Enrolled Stage

To progress to the Enrolled Stage, you will need to enroll into the Software Path.

1. Log into [AWS Partner Central](#)
2. Click on the blue **"Enroll in the Software Path"** button on the home page under **"Software Path"**

If the AWS Software Path does not appear on your home page, please:

1. Navigate to **"Quick Links"** and click **"View My APN Account"**
2. Add **"Software Products"** under **"What types of products and services do you offer to customers"**
3. Return to the Home Page and click on the blue **"Enroll in the Software Path"** under **"Software Path"**

Progression across Partner Paths are mutually independent, so you can be at different stages for different paths. We recommend you focus on progressing in the Software Path and enrolling in additional Paths after completing everything in this handbook. You can learn about the APN Partner Paths [here](#).

Confirmed Stage

To progress from the Enrolled Stage to the Confirmed Stage, you must pay the APN Program Fee through the [Billing and Cost Management Console](#). This is an annual \$2,500 fee for joining the AWS Partner Network, and AWS will provide you with \$3,500 in AWS Promotional Credits in return. Partners must pay this fee before progressing past the Enrolled Stage. Each Partner Path has its own \$2,500 APN Program Fee and \$3,500 AWS Promotional Credits. To initiate this process, follow the directions on the following page.

Resource Highlights:



AWS Partner Central

The AWS Partner Central is the primary console you will use when working on partnership related activities.



Billing & Cost Management

The Billing and Cost Management Console will be where you make all payments and receive all AWS credits.

Software Path Confirmed, Validated

Paying Your APN Fee

To pay your APN Program Fee and progress to the Confirmed Stage:

1. Log into [AWS Partner Central](#)
2. Click on the **“My Company”** dropdown located at the top-right corner, and click on **“Account Linking”**
3. Link your Partner Central and [Billing and Cost Management Console](#) using your Billing and Cost Management Account ID
4. Return to the Partner Central home page and click on the orange **“Upgrade”** button
5. In your [Billing and Cost Management Console](#), navigate to **“Payments”** in using the left-hand navigational column
6. Click into the APN Fee invoice
7. Check that the summary matches what you want to pay and choose **“Verify and Pay”**

Your payment will process shortly - your Alliance Lead will then receive an email that includes the \$3,500 in AWS Promotional Credits and instructions on how to redeem it once the payment has fully processed.

Validated Stage

To progress from the Confirmed stage to the Validated stage, you will need to qualify your solution by completing a Foundational Technical Review (FTR). A single approved FTR progresses you to the Validated stage, but we recommend completing an FTR for each solution you intend to list on AWS Partner search engines or the AWS Marketplace.

The FTR defines a set of required best practices based on the AWS Well-Architected Framework and the standards for evaluating the systems architecture, operational practices, and AWS resource configurations of your offering. Please start by reviewing the [FTR Guide](#) to learn more about the process.

From here, download and fill out the self-assessment template that best matches your solution from our [FTR Checklist Index](#). If your solution includes a Partner hosted component running on AWS, please complete the automated security report using [AWS Security Hub](#) or any other tool that can evaluate your AWS Account against the [CIS AWS Foundations Benchmark](#). An AWS Partner Solutions Architect (PSA) will be assigned to help you with technical questions and remediations after you initiate the FTR process.

Initiating Your FTR

After completing your Self-Assessment and AWS CIS Foundations Benchmark report, follow the directions below to initiate the FTR:

1. Log into [AWS Partner Central](#)
2. On the top navigation bar, choose “**Build**” then click on “**Offerings**”
3. Find the Software Product offering you would like to request an FTR for, check the circle next to it and click “**View Details**”
 If the Offering does not yet exist, you can create it by choosing “**Create Offering**” at the top right of the section and completing the required sections on the following screen.
4. In the “**Validations**” section of the offering, upload your completed self-assessment under “**FTR Checklist**” and your AWS CIS Foundations Benchmark report under “**Security Tool Report**”
 You may upload multiple files to cover all account and AWS Regions where you process customer data.
5. If your software product includes a customer deployed component, follow the instructions under the “**Reviewing a Customer Deployed Component**” section on the [FTR Guide](#) and upload the associated files with that component as well.
6. Click “**Request Foundational Technical Review**”
 This button will be disabled until you have uploaded at least your self-assessment.
7. Click “**Submit your Offering Submission and Updates**”

Note: If you save your offering as a draft and revisit the form later, you will have to reupload your files before submitting.

You can also reference the [FTR Submission Video](#) throughout this process.

Resource Highlights:



FTR Guide

Reference the FTR Guide to better understand what the FTR Process



CIS Benchmark

Evaluate your AWS Account against the CIS AWS Foundations Benchmark

Your Journey So Far:



Registered Stage



Enrolled Stage



Confirmed Stage



Validated Stage



Go-To-Market Enablement



Go-To-Market Enablement Primary Focuses

If you have completed everything up to this point, you can start working on a joint Go-To-Market strategy with AWS. This Section will define what it means to Co-Sell and Co-Market with AWS, discuss the key vehicles we will use in the Co-Sell and Co-Market journey, and explain what you need to do to become ready to Go-To-Market with AWS. As you progress through the Software Path and grow your relationship, you will unlock more benefits and funding opportunities.

Co-Sell

We define Co-Selling as the sales motion in which AWS works strategically with an AWS Partner on a customer opportunity. This process starts with you sharing opportunities with AWS via our APN Customer Engagements (ACE) Program to build mindshare with AWS Account Teams and to show the value your solutions bring to end customers.

The main Co-Sell procurement vehicle will be the AWS Marketplace, the largest cloud marketplace with a customer base of over 1 million businesses. As part of the Co-Sell motion, you will list your solutions onto the AWS Marketplace, where we will work together to drive customer adoption of your solutions.

This handbook will dive deeper into the benefits of ACE and AWS Marketplace and how to get started using them.

Co-Market

We define Co-Marketing as positioning our partnership in front of our sales teams and customers. For AWS, this means positioning you in front of our customer base, our account teams, and discovering which of our customers would be good candidates for Co-Sell. And for you, this means positioning our partnership in front of your customers, finding potential Co-Sell opportunities within your current book of customers, and providing AWS the necessary data points to identify customers with pain points which are best resolved with your solutions and offerings.

This handbook will also discuss the Partner-ready marketing resources you can use, as well as some of the Partner and Partner solution search tools within AWS you can use to increase visibility.

Resource Highlights:



Co-Sell with AWS

Learn more about the Co-Sell motion



Co-Market with AWS

Learn more about the Co-Market motion

AWS Marketplace Seller Registration

Once you have validated your solution(s) through the FTR, you should start looking to list them on the AWS Marketplace. The listing process comprises of 5 main steps:

1. Registering as an AWS Marketplace Seller
2. Choose your Product Delivery Model and Pricing Model
3. Create an AWS Marketplace limited listing
4. Integrate your Product with AWS Marketplace APIs
5. Publish your listing onto the AWS Marketplace

Your AWS Marketplace journey can look many ways, but the APN offers sales and technical resources to help you advance your AWS Marketplace journey.

Register as a Seller

Before listing on the AWS Marketplace, you should:

1. Review the [AWS Marketplace Listing Guidelines](#)
2. Complete the AWS Marketplace [Registration Prerequisites](#)
3. Submit [AWS Marketplace Seller Registration](#)

You will be redirected to the AWS Marketplace Management Portal (AMMP). Complete filling out the prompts and the [Tax and Banking Wizard](#) to complete the AMMP registration.

The AMMP will allow you to provide portal access to individuals on your team while maintaining account security. The following are links for policies, best practices, and questions:

- [Controlling AMMP Access](#)
- [AWS Marketplace Sellers Policies and Permissions](#)
- [AWS Marketplace Sellers Managed Policies](#)
- [AWS Marketplace Help Page](#)

Marketplace Overview



330,000+

Active Subscribers



2,000,000+

Active Subscriptions



1,300+

Channel Partners



Attend the
bi-weekly AWS
Marketplace
Webinar



AWS Marketplace

Drafting a Listing

Delivery Models

Before starting your AWS Marketplace Listing, you must choose how you want your solution to be deployed. AWS Marketplace offers many deployment options to choose from:

- [SaaS Based Solutions](#)
- [AMI Based Solutions](#)
- [Container Based Solutions](#)
- [Professional Service Products](#)
- [Machine Learning Products](#)
- [Data Products](#)

Pricing Models

The AWS Marketplace also offers many different pricing models for Partners to choose from. Please watch the [SaaS Pricing Overview Video](#) to learn more about the different pricing models. You can choose from pricing options such as:

- Monthly, Yearly, or Multi-Year SaaS Contracts
- Pay-as-You-Go SaaS Subscriptions
- SaaS Free Trials

You can choose between any of these pricing options, or a combination of these pricing options. Further, if you have an existing customer, AWS Marketplace offers “Bring Your Own License” to simplify the migration of legacy software commitments onto AWS. AWS Marketplace also supports private offers, so you can negotiate custom prices and deployments with specific customers.

Create a Limited Listing

After having decided on delivery and pricing models for your solution, you can start working on a limited AWS Marketplace listing. This listing will only be viewable by seller accounts and will be used to check if your solution is correctly integrated with the AWS Marketplace. You might be asked to give specific descriptions on your public AWS Marketplace product detail page, such as use cases, product logos, product highlights, and support information. On your [AMMP Account](#):

1. Navigate to the “**Products**” tab, and select your product type
2. Click the “**Create Product**” button located on the top-right to choose your pricing models
3. Complete submission – via the AMMP Interface or the downloadable product load form
4. Select your pricing model and populate with your product descriptions
5. Submit your request for initial review

For SaaS solutions, you can find more detailed directions [here](#).

AWS Marketplace

Integrate and Publish

Integrate Your Solution

After creating your draft, your solution is updated to a pre-published state, which allows for product testing and API integration. Depending on your selected deployment option and pricing models, you may need to integrate your product with AWS billing APIs. Below are some resources you can reference while integrating your solutions:

- [SaaS Integration Guide](#)
- [SaaS Integration Directions](#)
- [SaaS Quick Start \(Serverless\) Integration](#)
- [Quick Start Integration Workshop](#)
- [AMI Product Integration Contracts](#)
- [Customer Metered AMIs](#)

Reach out to ISVPartnerManager@amazon.com to connect you with an AWS Partner Solutions Architect (PSA) to support you with the API integration process. The PSA will be your primary point of contact for integration questions and will support you with technical assistance and integration blockers.

Publish Your Listing

The AWS Managed Catalog Operations (MCO) team will run a baseline review on your AWS Marketplace listing at this point. Once approved, you can schedule a date for your solution to fully publish on the AWS Marketplace.

Marketplace offers many benefits such as standardized EULAs and channel partners keen to help resell your solutions on the AWS Marketplace. Review our [Marketplace Private Offers](#) (MPPOs) and [Channel Partner Private Offers](#) (CPPOs) trainings to learn more.

Co-Sell Preparation

The best and easiest way to start driving Co-Sell is by submitting Co-Sell Opportunities into the ACE Portal. Focus on submitting opportunities which AWS Account Teams can help to potentially grow and enrich, in industries and regions you want to focus your Co-Sell motions on.

Make sure to keep the opportunities updated in the ACE Portal to enable a smoother and more successful joint Co-Sell. Foster your relationships with AWS Account Teams when working with them on these opportunities. As the opportunity approaches launch, ask the AWS Account Teams whether they have any customers who might benefit from your solutions, though you will need to unlock [ACE Eligibility](#) before you can receive those opportunities.

AWS Customer Engagements (ACE)

The AWS Customer Engagements (ACE) Pipeline Manager is the tool you use to share and receive opportunities from AWS. It is designed to increase alignment and collaboration across AWS Account Teams and AWS Partners. By sharing your sales cycles and type of customer, AWS Account Teams are informed of your target customers and will be more prepared to support you with Co-Sell motions.

Building Mindshare

In the initial phases of the partner Co-Selling motion, Partners introduce AWS Sales with qualified opportunity referrals through the ACE Pipeline Manager. The best way to build mindshare and help drive further Co-Sell opportunities from AWS is to work on Co-Sell motions together with AWS Accounts. Pick out opportunities with Co-Sell potential and enter them as such into the ACE Pipeline Manager.

You will receive an email with the Account Manager (AM) tagged from AWS once your ACE Opportunity is validated. Schedule time beforehand to connect and align on your asks, next steps, and Co-Sell strategy. During your calls with an AWS AM, always put the customer's needs first. Explain what engagements you have had with the customer, the value you bring to the customer, the AWS resources consumption this engagement will generate, and what specific ask you have in the Co-Sell motion. You can also ask which other accounts the AM manages with pain points your solution addresses and could lead to a Co-Sell opportunity.

Working with AMs in such a manner, you build mindshare within those AMs and in turn, they are more likely to share your solution with their teams and with their customers once you become ACE Eligible (more on that in next section).

Opportunity Submissions

As your solution is built on or integrated with AWS Services, any consumption of your solution directly leads to consumption of AWS Services. As such, most opportunities within your pipeline can be submitted into ACE. When submitting opportunities, we ask that the opportunities you submit were prospected by you, have had pre-sales engagement, and has not launched at the time of submission. Please check with customers for consent to share their information with AWS.

When submitting the opportunity, be detailed in project description: customer information (Company name, website, location), pain points you're solving, your recommended solution, AWS expected Monthly Recurring Revenue from this opportunity, and projected future timeline.

Resource Highlights:



ACE Pipeline Manager Guide

In-depth guide to ACE Pipeline Manager



Quick Submission Guide

In-depth guide to submitting ACE Opportunities

Partner Originated ACE Opportunities

Opportunity Stages

- **Qualified** – You have engaged with the customer around the Opportunity to discuss viability, understand requirements, and decision-makers. The customer has agreed that the Opportunity is real, of interest, and may solve for key business/technical needs.
- **Technical Validation** – The solution is technically validated by the customer via a combination of presentations, architecture design sessions with SA/Partner, proof of concept activities, etc.
- **Business Validation** – The business stakeholders have communicated agreement on the financial viability of the solution.
- **Committed** – The customer has agreed to the solution and commits to moving forward in terms of technology, architecture, and economics.
- **Launched** – Billing or usage for the solution has begun.
- **Closed Lost** – The customer did not move forward.

Opportunity Submission

1. Login to [AWS Partner Central](#)
2. Click **“Sell”** in the top navigation menu and click on **“Opportunity Management”**
You will be redirected to the ACE Terms & Conditions if your team has not yet accepted them
3. Within **“ACE Pipeline Manager”** window, select **“Create”**
4. Complete all required fields and select **“Submit”**

Updating Opportunities

For sales visibility and support, it is best to update the progression of your opportunities on a bi-weekly basis. The most important update fields should be opportunity stage, target close date, estimated AWS monthly recurring revenue, and next steps. Your Partner Sales Manager and Account Manager will be notified of the update by email. To update an opportunity:

1. Login to [AWS Partner Central](#)
2. Click **“Sell”** in the top navigation menu and click on **“Opportunity Management”**
3. Within **“ACE Pipeline Manager”** window, select **“Update”** next to the opportunity you manage to update
4. Update all necessary fields and select **“Submit”**

You can use the **“Clone”** field to quickly resubmit lost opportunities when they restart or disqualified opportunities when missing information becomes available

Go-To-Market Enablement

The final steps to enabling a joint Go-To-Market are to build up sales collateral and to prepare for Co-Sell conversations. These preparations are used to help accelerate sales motions with prospective customers.

Sales Collateral

The Sales Collateral we will prepare is known as the [Field Ready Kit](#). This is in turn made up of a Sales Brief and a Solutions Brief, which are 2-page reference guides sharing the value of your solutions. Fill out the [Sales Brief Template](#) and [Solutions Brief Template](#).

Using your Field Ready Kit, you then develop your Better Together Story, which describes how your partnering with AWS helps drive value to end customers. Your story should answer:

- What problem or use case does your solution solve?
- What AWS customer outcomes have you delivered and recorded?
- How does your solution stand out from competitors?
- Which customer segments is your solution most relevant to?

Partner Search Engines

In addition to the AWS Marketplace, AWS also has two additional search engines to find partners and partner solutions: [Partner Solutions Finder](#) (PSF) and Partner Discovery Portal (PDP).

AWS PSF lets customers find partners by industry, use case, workload, solution, or AWS certification. You immediately received a PSF profile when reaching the Validated stage. Keep your profile updated in [AWS Partner Central](#) under “**My Solutions Finder Listing**” under “**Market**”.

AWS PDP is an AWS internal search engine, allowing our teams to find and contact you in a similar way as the PSF. To request your PDP page to be updated, please reach out to ISVPartnerManager@amazon.com.

Resource Highlights:



Sales Brief

2-page reference to quickly understand your solution (AWS Internal)



Solution Brief

2-page reference shared with customers to introduce your solution

Your Journey So Far:



AWS Marketplace Listing



Better Together Story & Field Ready Kit



Co-Sell Strategy & ACE Opportunities



Partner Search Engines



Go-To-Market Execution



AWS Marketplace Private Offers

AWS Marketplace is the primary procurement vehicle for Co-Selling, and Marketplace Private Offers (MPPOs) are the main way we do business together. MPPOs allow you to meet your customer's unique requirements by negotiating for custom terms and volume pricing.

AWS Marketplace Private Offers simplifies the buying and contracting process for software procurement. Customers can negotiate annual or multi-year pricing, license terms, and flexible payment schedules with a wide variety of software sellers and carry those terms and conditions to software purchases in the AWS Marketplace.

Supported Product Types

There are four types of software products which are supported for Marketplace Private Offers:

- SaaS Products
- Amazon Machine Images (AMIs)
- Containers
- Professional Services

Overview

Once the pricing, terms, and payment schedule are negotiated between you and the customer, you will create an [AWS Marketplace Seller Private Offer](#) containing the negotiated details. The customer will provide the AWS Account ID or IDs they wish to make the purchase under and identify the person with access to those accounts. That person will receive an URL via email containing a link they can use to log in and subscribe to your offering.

To transact a Marketplace Private Offer, you will need to have a Marketplace listing of at least limited visibility. Once you have met this requirement, please reach out to our Marketplace Private Offer Success Team at mpcustdesk@amazon.com for private offer operations research and support.

Deployment Types



Software as a Service



Amazon Machine
Images



Containers



Professional
Services

AWS Marketplace Private Offer Submission Process

1. Sign in to the [AMMP](#), choose “Offers”, and click “Create an Offer”.
2. Select the product type and product and enter the AWS account ID (or IDs) of the AWS Marketplace buyer. If the buyer is paying in installments, select “Allow buyers to pay for this product in installments”, and then click “Next”.
 - “Enable Flexible Payments” allows you to offer a payment schedule with multiple payments for preferred invoice dates. For more information, see [Flexible payment scheduler](#).
3. Specify the contract duration:
 - If the product offer is an AMI hourly or AMI annual pricing model, choose a duration option or enter a custom duration in number of days.
 - The duration can be up to 1,095 days for the AMI hourly or the AMI annual pricing model.
 - If the product offer is for a SaaS, AMI, or container contract pricing models, choose a duration option or enter a custom duration in number of months.
 - The duration can be up to 60 months for these pricing models.
4. Enter the negotiated pricing information. If you have installment payments for the offer, specify the number of units and the schedule for the contract duration. For more information, see [Flexible payment scheduler](#).
5. Select if this offer is intended to renew an existing paid subscription.
 - If you choose “Yes”, you must select the renewal type. Choose “Existing Customer on AWS Marketplace” for renewals of an existing agreement created on AWS Marketplace, or “Existing Customer Moving to AWS Marketplace” for renewals migrating an existing customer to the AWS Marketplace.
6. In “Upload End User License Agreement”, select from available options or upload your EULA .pdf file.
7. In “Offer Expiration and Acceptance Date”, enter the number of days that the offer is valid for.
 - This is the number of days after the customer accepts the offer that the terms of the agreement are active. After the number of days has lapsed, the price and EULA revert to the terms provided in the public offering.
8. For “Buyer Needs to Accept the Offer By”, enter the date the offer will no longer be available if not accepted.
 - On that date, the buyer won't be able to accept the offer under the custom terms that you have specified.
9. Choose “Review Offer”, verify the offer information and the .pdf file, and click “Extend Offer” if the offer is correct.

After extending, the offer should appear on the “Manage Private Offer” page of the [AMMP](#) in 45 minutes.



**AWS Marketplace
Management Portal**



MPPO Guide



Listing Fees



**Flexible Payment
Scheduler**

Channel Partner Private Offers

Channel Partners

Working with [AWS Marketplace Channel Partners](#) is a great way to scale Co-Sell Opportunities – our channel partners (CP) already have relationships with many customers, and they know the problems their customers are facing. By forming a reseller relationship with them, they can help market your solution to their large books of customers. To transact [Channel Partner Private Offers](#) (CPPOs) through a CP:

1. Log into [AMMP](#), choose “Partners” in the top navigation bar, and click the orange “Create Opportunity” button
2. Opportunity details can be added to each authorization for easier tracking in the AMMP and in Seller Reports
3. Select the Channel Partner (reseller) to authorize from the “Reseller Infor” drop down
4. You can select specific products to apply the discount authorization. Discount types can be issued in multiple ways:
 - Percentage Discount: Applies a % discount rate to all selected products
 - Individual Pricing: Applies specific discounts to specific products
 - [Flexible Payment Schedule](#): Set a flexible payment schedule for a CP opportunity
5. CPPO authorization can be issued using one of the three following options:
 - Single Use: Applies to one opportunity and is no longer applicable once the CP creates the private offer
 - Specific Time Duration: Lasts for a specific time duration and is no longer applicable after a date you select
 - No Set Time Duration: Lasts until ended by one of the involved parties
6. Buyer account ID can be optionally added to constrain opportunities to a specific buyer
7. Select and add an End User License Agreement
 - Optionally, you can add [Reseller Contract for AWS Marketplace](#) or upload your customer contract for CP
8. Click the orange “Review Opportunity” button to review authorization details
9. Click the orange “Create Opportunities” button to view opportunity in an opportunity display table
10. The left Navigation panel will navigate to various opportunity types:
 - Opportunities Creates: Opportunities ISVs have created for CPs
 - Opportunities Received: Authorizations received from ISVs
 - Bulk Opportunity Requests: When authorizing many CPs, you can view individual opportunities here

You can clone and opportunity by selecting the opportunity and clicking “Clone”, fields can then be edited.

To learn more, navigate to the [Channel Partner Resell Opportunity Creation Guide](#).



Channel Partner Private Offers



Creating Resell Opportunities



Listing Fees



List of Channel Partners

ACE Eligibility

ACE Eligibility allows AWS Account Teams to share leads and opportunities with you. In addition, you become eligible for AWS Account Team incentives. If an Account Manager has a suitable customer lead for you, they will only be able to send you that lead after you have reached ACE Eligibility.

ACE Eligible partners are introduced to an AWS Sales Rep on every AWS Validated Opportunity, have access to technical and AWS Compete team support for eligible validated opportunities, and gain access to Dynamic Lead Sharing URL when featured in [Blog Posts](#) and Public Customer References.

ACE Eligibility Requirements

For ACE Eligibility, Validated Software Path Partners must have:

- 10 AWS [Validated Partner Originated Opportunities](#) within a 12-month rolling period
 - Opportunities that are closed lost do not count towards this total
- Active [Partner Solutions Finder Listing](#)
- Acceptance of [ACE Terms and Conditions](#)
- Commitment to provide updates on ACE referrals

We encourage ACE Eligible Partners to continue submitting opportunities into ACE to continue building mindshare with other AWS Account Teams. If you wish to streamline uploading and updating opportunities, reach out to ISVPartnerManager@amazon.com about ACE CRM Integration.

Receiving Opportunities

Once an opportunity is sent to you, you will have 5 business days to accept it. To accept an opportunity:

1. Login to [APN Partner Central](#)
2. Click **'Sell'** in the top navigation menu and click on **'Opportunity Management'**
3. Click the **"Leads"** tab, and select **"ACE Pipeline Manager"** in the **"ACE Pipeline Manager"** filter
4. Click on **"Accept"** or **"Reject"** under the **"Action"** column to follow up with the prospective leads
5. To export the details of leads, click **"Export current lead view"** in the **"Bulk Action"** drop down

Once you accept the opportunity, you can view the complete details about the lead. You should share the opportunity with the opportunity owner, who should update the opportunity on a biweekly basis.

ISV Accelerate

ISV Accelerate (ISVA) is the APN's preeminent Co-Sell motion, giving Partners a deeper level of Co-Sell support from AWS. This program further incentivizes AWS Sales Teams to Co-Sell with ISVA partners to potentially drive new business and accelerate sales cycles. Refer to the "ISVA Requirements" to check the tasks you need to qualify for this incentive.

ISVA Benefits

AWS offers cash incentives to AWS AMs who help an ISVA Partner launch an opportunity for a mutual customer. In addition, AMs that introduce net new business to ISVA Partners are eligible for enhanced incentives.

Reach out to ISVPartnerManager@amazon.com to be included in AWS internal facing solution library with links to your sales collateral. Reach out and ask ISVPartnerManager@amazon.com to apply for ISVA exclusive webinars aimed to support GTM success and for educational events with AWS sales.

ISVA Requirements

To reach ISVA, Validated or Differentiated Stage Partners must have:

- A software product publicly listed on the AWS Marketplace (SaaS, AMI, Sagemaker Model, or Cloud Formation Template)
- A [Partner Business Plan](#) for within the last 12 months
- 2 [Publicly referenceable customers](#) within the last 12 months
 - Case studies, quotes, or Partner videos on your website mentioning your company and AWS
- 5 [ACE Launched Opportunities](#) OR 5 Marketplace Private Offers (MPPOs) transacted within the last 12 months
 - You can not mix (e.g., 3 ACE Opportunities + 2 MPPOs)
- ACE Eligibility
- Field Ready Kit – [Sales and Solution Briefs](#)
- An executed NDA with AWS
 - Reach out to ISVPartnerManager@amazon.com to request a mutual non-disclosure agreement be sent to you for review and signature

Reach out to ISVPartnerManager@amazon.com after completing all requirements above, to help you with joining the ISVA program.

Go-To-Market Execution

Co-Marketing

Most of this handbook up to this point has covered the Co-Selling aspect of the AWS Software Path. However, there are also many Co-Marketing and Co-Building benefits and resources you can leverage.

Reach out to ISVPartnerManager@amazon.com to set up a Partner Discovery Call (PDC) with a Partner Solutions Architect (PSA). This call will be a 1 to 2-hour live session reviewing which benefits are most tailored to help your company grow. The PSA will also help you activate Co-Marketing activities identified on the call.

Marketing Central

Marketing Central is your go-to tool for prebuilt Partner ready marketing resources and campaigns and are updated by AWS regularly. The marketing logos and resources can be copied into your current marketing initiatives. You can access Marketing Central by:

1. Login to [APN Partner Central](#)
2. Click “**Market**” in the top navigation menu
3. Click on “**Marketing Central**”

If you would like help with navigating Marketing Central and direction for which resources to use, you can request a Virtual Partner Marketing Manager (vPMM) assist you via our [Marketing Concierge Service](#). Fill out the form to see if you're eligible to receive a vPMM.

Webinars

Webinars are a regular part of a Partner's marketing strategy. We won't be able to write your content directly for you, however you can leverage your access to AWS Certified Speakers for your Webinars. AWS Certified Speakers can be subject matter experts across various topics and fields, so you can request an AWS Speaker for your webinar. Note that speaker requests need to be made at least a month prior to the date of the event. To request a certified speaker:

1. Reach out to ISVPartnerManager@amazon.com that you wish to host a webinar and the planned date for the webinar, the webinar abstract, the topic to speak towards, and the requested area of expertise
2. Speakers will be requested based on your asks for the webinar, and you will be introduced to the speaker once one is confirmed
3. Work with the AWS Certified Speaker for final planning for the webinar



Go-To-Market Execution Co-Marketing

Press Releases

Press releases referencing AWS must be approved by AWS and in compliance with legal, tax, investor relations, trademark, and the broader AWS news release guidelines. If your press release mentions AWS, it must be reviewed by AWS PR to ensure consistency with AWS's messaging guidelines and brand voice before publishing. Please note that AWS does not typically provide unique spokesperson quotes for use in press releases. To submit a press release for review:

1. Submit the press release draft to ISVPartnerManager@amazon.com
2. Our team will conduct an initial review then submit to AWS PR for review and approval - this process will take at least 10 business days
3. AWS will review and provide final approval on a release when partner accepts all AWS feedback and confirms that it will be reflected in final version

Social Media Posts

The APN has a social media presence that is consistently growing across [LinkedIn](#), [X](#), and [YouTube](#). Content posted onto APN social media are AWS-led, focusing on stories of how AWS Partners are helping customers innovate and deliver value with AWS. Our social media teams comb through Twitter and LinkedIn mentions/ tags twice a week to engage with validated partner posts that:

- Tags our APN-specific account in the post copy (@AWS_Partners or @AWSMarketplace on X, and @AWSPartners on LinkedIn).
- Clearly showcases the AWS angle, and AWS is involved with what is promoted in the post. AWS involvement can be in the form of another non prebuilt Co-Marketing campaign. AWS does not share general marketing, sales pitches, or press releases which do not involve AWS.
- Are focused on AWS and not others.
- Has correct spelling, grammar, links, and is high-quality professional content. Posts with more than two hashtags, five emojis, or uses memes will not be shared.

APN Blog

The APN Blog is one of the many often read blogs at AWS, highlighting partners and partner offerings to customers, business decision makers, media, and internal AWS teams.

This benefit is unlocked at the Differentiated Stage. Reach out to ISVPartnerManager@amazon.com if you are interested in posting in the APN Blog.



AWS Partnership What's Next



Differentiators

After progressing this far into the AWS Software Path, there are a few options available to you to continue driving success with the APN. You can either reach the Differentiated stage or add another Partner Path to add on to the Software Path that suits your company.

Differentiated Stage

The Differentiated stage is the most advanced stage, indicating that the partner has built out their AWS persona. This is done by participating in a Program or Competency. There are many programs such as the “AWS Service Ready Program”, the “AWS MSP Program”, and the “AWS Well-Architected Program”. All programs are designations which highlight a Partner’s or a Partner solution’s quality.

The Program that many Differentiated stage Partners to highlight the quality of their offerings is the “AWS Competency Program”. In this program, you can elect to earn AWS Competencies in specific verticals or horizontals. AWS offers many Competencies, and Partners can earn multiple Competencies to highlight the various strengths of their company and solutions.

Look through [AWS’ catalogue of partner programs and competencies](#) to find one which most aligns with your company. They will walk you through the process of registering for the program, and you can begin working to become Differentiated.

Other Partner Paths

If you realize that the Software Path is not right for you, or you have a significant number of offerings that are not software, you can elect to work on progressing another APN path or switching to a separate path. Progress you have made in the Software Path does not influence your stage in any other path. Reach out to ISVPartnerManager@amazon.com for more information regarding the other Partner Paths.

Resource Highlights:



AWS Partner Programs

AWS Partner Programs helps AWS Partners innovate, expand, and differentiate their offerings



AWS Competencies

AWS offers many Competencies which AWS Partners can earn to highlight their strengths

Other Partner Paths:



Services Path



Training Path



Hardware Path



Distribution Path